



National Business Awards

Sponsorship Opportunities



Recognising what it takes to
'make it'
as a Mum in business



IT'S COMMON KNOWLEDGE that there's a growing movement of female entrepreneurs sweeping the nation, indeed the world. But within this global movement there is a special, hidden group of women...

These prestigious awards celebrate the extraordinary women in the early stages of building a successful business while raising a family.

These women are changing the future, while raising and inspiring the generations of the future. We believe their efforts and successes in overcoming the unique challenges of combining business and motherhood need to be recognised and celebrated. We are on a mission to make the invisible and extraordinary mums in business...visible!

And we'd love you to join us and be part of this exciting global movement!

Why become a sponsor?

There are a number of promotional and sponsorship opportunities to suit all budgets. By becoming a sponsor, your business could benefit from the following:



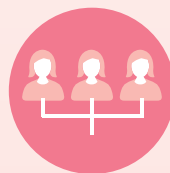
- Raise awareness of your business in a niche market experiencing exponential growth



- Support communities and give back through our chosen charities



- Grow your network and generate new sales



- Share special promotions, offers and samples

This sponsorship pack gives a brief overview of our key sponsorship packages.

If you have any questions or would like more information please feel free to contact

Nicola Huelin

nicola@mpower.global



2018 Coverage & Engagement

- Promotion to the Mpower business community - 1,114 Members
- Multi-platform social media coverage across co-organisers' women in business audiences:
 - Facebook – 15K+ Followers
 - Twitter – 6K+ Followers
 - Linkedin – 4K+ Connections
 - Including a growing Instagram audience
- Awards pre-event video Impressions to women in business audience - 124,911 (Facebook alone)
- Awards website traffic – 18,077 visits in two months
- Over 400 nominations and entries
- Awards Gala Sell Out Event – 140 attendees (plan to increase capacity to 250 for 2019)
- Gala evening video – 2.2k views within 48 hours
- Live Radio coverage – 2 live radio interviews pre & post event
- Local, National & International Press coverage – 33 feature articles (copies available)
- Waiting list for 2019 participation!



Dates for the 2019 Mpower Awards

Nominations close end of March

Shortlister announced 24th May

Mpower Gala – winners announced in Birmingham at the Vox Centre in June

Sponsor the Awards to share your message and reach hundreds of passionate business women as they make their difference in the world

- Startups
- Entrepreneurs
- Small business owners
- Over 900 Mpower community members

Business awards that celebrate one of the UK's fastest growing movements

Our categories

Courage



Spirit



Cheerleader



Inspire



Community



Social Impact



Self-belief



Innovation



Vision



Rising Star



Sponsorship options



Headline Sponsor Package

Investment £ 15,000 (1 available)

Pre-event

- The event will be named 'The Mpower National Business awards in association with [name of sponsor]'
- The Sponsors logo will appear alongside the Mpower awards logo wherever the awards logo is used.
- Company logo and joint award branding throughout advertising and marketing campaign in print and online including dedicated award website and all social media platforms
- Opportunity to have a member of staff as a Judge on the judging panel.
- Mpower editorial article focusing on the sponsor's involvement shared with Mpower community and on social media.
- Sponsor profile to appear on Mpower awards website
- Opportunity to have logo on Mpower Awards Finalist sticker that shortlisters will put on their website and share on social media

During event

- A table of 10 at the awards gala event (value £125 per ticket)
- Award sponsor for the main award of the night "Mpower Inspirational role-model of the year"
- 1 x A4 page editorial in the awards programme
- 2 x A4 page adverts in the awards programme
- Company logo to feature on all trophies and on screen during award presentations
- Company logo on Sponsors photo backdrop screens during the evening
- Opportunity to have 5 minutes to address the audience at the event
- Opportunity to place pull up banners at the event
- Opportunity to nominate a representative to present the category award on the night
- Opportunity to have promotional material on tables at the event

Post event

- Editorial article with sponsor logo and promotion on social media when announcing winners
- Opportunity to have your logo on Mpower Awards Winner sticker that winners will put on their website and share on social media

Category Sponsor Package

Investment £ 997 (10 available)

discount offered to women in the first four years of business

Pre-event

- Sponsor logo will appear alongside the Category information and will be used wherever the category logo and details are announced
- Mpower editorial about category featuring sponsor
- Sponsor profile to appear on Mpower website on category page
- Opportunity to have your logo on Mpower Awards Finalist sticker for that category that shortlisters will put on their website and share on social media

During event

- 2 tickets to the awards gala event (value £125 each)
- ½ x A4 page adverts in the awards programme
- Company logo to feature on category trophy and on screen during category presentation
- Company logo on Sponsors Board
- Opportunity to place a pull up banner at the event
- Opportunity to nominate a representative to present the category award

Post event

- Editorial about category winner featuring category sponsor
- Opportunity to have your logo on Mpower Awards Category Winner sticker that winners will put on their website and share on social media

Table Sponsor Package

Investment £ 497 (10 available)

discount offered to women in the first four years of business

Pre-event

- Sponsor profile to appear on Mpower website on sponsor page

During event

- ¼ x A4 page adverts in the awards programme plus logo and accreditation
- Company logo displayed on table centre piece and mentioned during the evening

Post event

- Editorial about event winners listing table sponsors

As seen in...





Join us

Join us as a sponsor and reach thousands of passionate business women who are making their difference in the world!

Contact Details

nicola@mpower.global

www.mpowerawards.com

